

Oct. 30, 2004

To Whom It May Concern:

My name is Rashmi Sharma and I am a Dallas/Fort Worth resident. I would like to take this opportunity to address an issue I feel is important to my community. Minorities make up a great deal of our community and I feel that they are an underserved audience. Local programming is only geared toward Caucasians, African-Americans and Hispanics. Our community is not made up only of these three racial groups. I would like to see more Asian programming, specifically for Indians. This racial group makes up a large portion of North Texas. There are many organizations geared toward the Indian population such as radio but there is no programming for this important group. If a group is large or important enough to have a radio station, I feel that they are also important enough to have their own television station.

This audience deserves to watch local programming concerning issues going on in the community as well as national and international issues. They should be informed without having to subscribe to cable or satellite services. I have family that has ordered Indian broadcasting through a satellite dish so they can keep up with issues concerning them. It's easier for to understand and they can better relate if they are told things in their own language. This is especially true for the elderly. Most elderly people from other countries haven't lived here very long or even if they have they are used to their old way of life. I know this because my grandparents have lived in the United States for twenty years and they don't watch the local news. They rarely know what is going on locally but are more in tune with what is going on in their homeland. It is important to know what is going on in your own community but the importance of all that is lost on them. Local broadcasters are not catering to their community if the community is not tuned into them. These are tuned into television that is being broadcast on the other side of the world.

This television stations should provide non-entertainment programming providing informative and educational programs to the Indian viewers. The most important thing is to inform the viewers of what is going on locally. There are many events held by Indian organizations and a lot of the times it is hard to know that anything is happening. Therefore, local talent within the Indian community is not being encouraged because there is nothing there to announce these events. As I have mentioned before, the Indian community is not small. It's important to have a television station cater to them.

This new station would not just serve Indian viewers. It would be serving the entire community as well. Many people are interested in any diverse event and the local paper is not going to take time to mention everything going on in the Indian community. Non-Indians also need to be informed on what's going on in the Indian community so it would best serve their interest as well.

There is not enough incentive to promote localism with Indian viewers and I believe the community should be encouraged to start diversifying television.

Thank you for taking time to look at an issue that is important to me as well as my community.

Sincerely,
Rashmi

Sharma